

**CREATING AN EDUCATIONAL
PODCAST:
A STEP BY STEP GUIDE**

Mathew Lemite

AGENDA



Introduction



The why??



Target audience



The topic



Planning and
preparation



Equipment and
software



Recording
techniques



Editing



Creating and
engaging the
content



Publishing and
promoting



Building a
following



Monetization
opportunities



Summary and
key takeaways



Q&A

INTRODUCTION



Name and what agency do you work for ?



Years of experience



Give me your 3 favorite podcasts and why ?

“STEP INTO THE LIGHT STEP UP TO THE MIC PODCAST”

- Created by Mathew Lemite (MDOT) and Joe Kennedy (Jsmoove) in 2021.
- Smoove da Blaq Kennedy and M. Dot and this IS the Step Into The Light Step Up To The Mic Podcast! This is a platform that provides a comfortable space for people who aspire to understand ALL walks of life. Everybody has a story, so let's hear it! We also provide an open invitation to black entrepreneurs who would like to have a platform to inform potential consumers on who they are/background and the product/service(s) they're offering.

“STEP INTO THE LIGHT STEP UP TO THE MIC PODCAST”





MY FAVORITE PODCAST

- “The Joe Rogan Experience”
- “PBD Podcast”
- “Drink Champs”

“THE JOE ROGAN EXPERIENCE”

30 Years for false
imprisonment clip.

“PBD PODCAST”

Colonel gives honest opinion
on PHDs and Degrees

“DRINK CHAMPS PODCAST”

Marlon Wayans talking about
his brother

THE WHY?

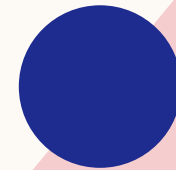
- To be an inspiration:
 - 79% of the American population are aware of podcast.
- To make money:
 - The podcast industry market size is \$23.6 billion.
- To have fun:
 - The topics and discussions are endless when it comes to podcasting.

TARGET AUDIENCE

- Focus on who you would like to target
 - Which group or demographic would relate to your content?
- Conduct research on who to cater to.
 - Pay attention to other podcasts & see how your favorite podcast targets their demographics.

CHOOSE A TOPIC

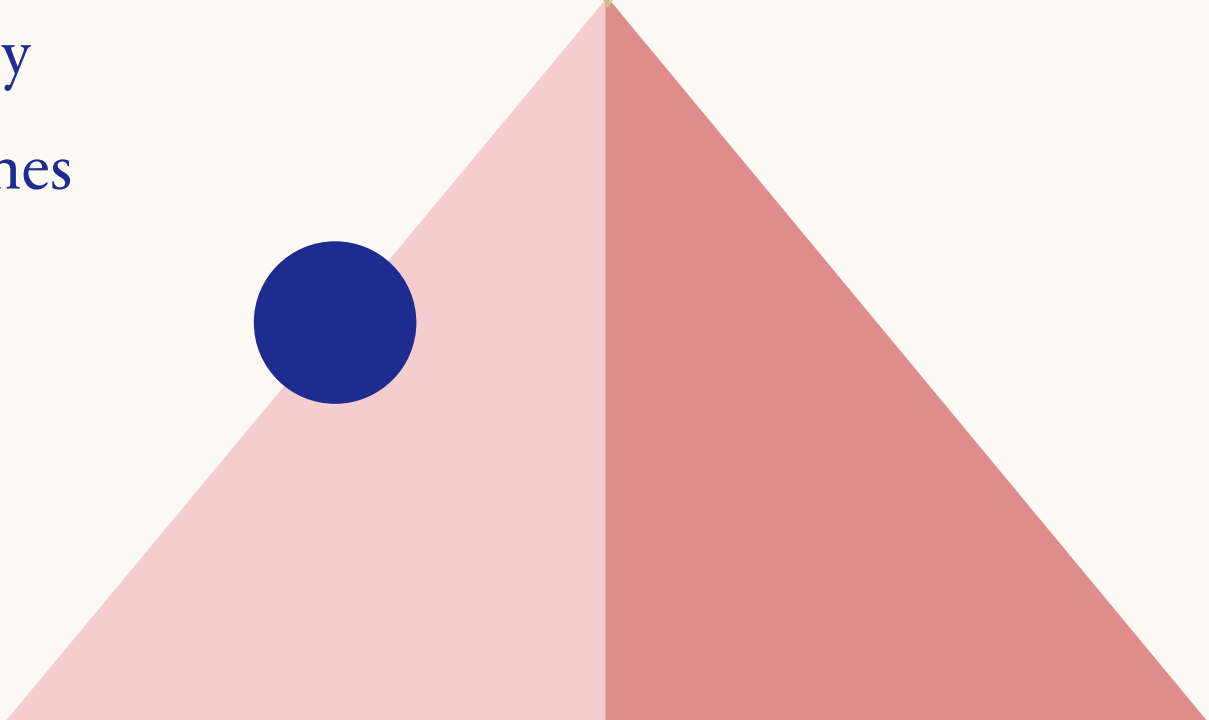
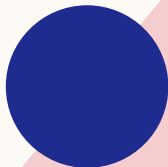
- Brainstorm
 - Meet with your co-host or anyone and bounce off ideas for topics.
- Journal
 - Write down all the ideas you have; some podcasts are series long while others change topics with each episode.
- Discuss
 - Discuss which topics meet the criteria for you & remember the topic should be something you are passionate about.





PLANNING YOUR PODCAST

The podcast should be discussed and planned ahead of time. There are many pros and cons to consider when it comes to planning.



PLANNING YOUR PODCAST

PRO

- Solidifying an outline. The outline will illustrate a structure of the podcast and keep it flowing.
- All the information is presented and there are no surprises.
- The podcast will not go over the suggested time limit if it is planned.

CON

- Unstructured interview damaging the flow of the podcast
- The time of the podcast may be longer or shorter.

EQUIPMENT AND SOFTWARE



- Computer or laptop



- microphone



- Headphones



- Camera

RECORDING TECHNIQUES

- Make sure the microphone you purchase has a condenser. This will allow the sound to travel better.
- Microphone should be placed close to you whether it's a travel microphone or a desk microphone.
- Record in a room or area that does not have any traffic and the sound is minimized.

UTILIZING ZOOM

- Zoom is a free platform used for video-based meetings.
- It is free up to 40 minutes and you can video record.
- If you want to go longer than 40 minutes you can pay an annual fee of \$149.90.

EDITING YOUR PODCAST

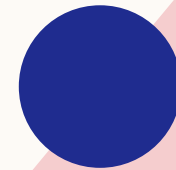
- Create an intro and outro so that it flows with your podcast
 - To purchase copyright free music, make an account with BeatStars
 - Once you've selected your music go to [fiverr.com](https://www.fiverr.com) and select someone to create your intro/outro for a small fee
- When editing your podcast, you can use apps or pay someone to complete this service.
 - Adobe Audition (must pay to use, can make the process easier)
 - Audacity (I personally used and there is a lot of trial and error)
 - GarageBand (iPhone)

CREATING ENGAGING CONTENT

- Use your personal experiences to make the content engaging.
- Provide stories that relate to the topic.
- Interview guest that are well-versed in the topic.

PUBLISHING AND PROMOTING

- Anchor!!!!!!
 - Anchor is an app that you can publish your podcast on for FREE and they will publish your podcast on other streaming sites such as Apple podcast, Spotify and others.
- Create a Facebook and Instagram account:
 - post at least 3x a day during busy times on those apps.
- Create a YouTube page
- Lastly, utilize an AI app that can auto post for you
 - such as ASANA or others; they may charge a small fee.



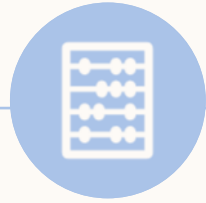
BUILDING A COMMUNITY

- Engaging on social media allows you to build the community
- Respond to comments and ask for feedback.
- The community can really assist with new content.

MONETIZATION OPPORTUNITIES

- Market product once your podcast becomes trendy.
- You can sell shirts, cups, banners anything with the podcast name on it.

SUMMARY AND KEY TAKEAWAYS



SUMMARY

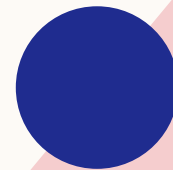
- Podcasting can be an enjoyable experiencing and turn a hobby into a career.
- It is not for everybody, but you should at least try it.



KEY TAKEAWAYS

- Outline and structure is important to maintain order during a podcast.
- Instagram and Facebook are key advantages when promoting.
- Allow your community to give feedback.

QUESTIONS AND ANSWERS



ADDITIONAL RESOURCES

- BestBuy
- Amazon
- Walmart
- Music stores



THANK YOU

Mathew Lemite

Mathew.lemite@delaware.gov